



## City of Sedona City Council Priorities List Updates



Sedona Bike Park



Community Focus Areas



Execute Transportation Master Plan

**February 2021**

## **WELCOME TO THE 2021 CITY COUNCIL PRIORITY LIST**

Every other year, near the beginning of the calendar year, City Council creates a Priority List, which is revisited annually. This list is a compilation of all the special projects that City staff will work on throughout the year, in addition to staff's normal job duties. These priority items are often big concepts like: traffic issues, major land planning processes and policy changes.

### **How are issues placed on the priority list?**

Items on the priority list come from a number of different places. Some items are carried over from the year prior, some items are citizen suggestions that have been expressed to City Councilors that now by majority vote need action, and some are specific Councilors' ideas that they would like to see brought to fruition.

### **How to read the Table of Contents**

Each of the priorities are placed under the city department that the topic of the item falls under. They are listed as active projects, completed projects, or inactive or other initiatives, meaning it may no longer be a priority.

### **How to read each project sheet**

You'll see key takeaways on each priority listed on the right, including:

- what the level a priority the item is: high, medium or low.
- the workload: extensive, moderate or minimal.
- the estimated time frame.
- if applicable, the most recent time City Council discussed the topic. You'll see the date listed for when it went to City Council, and a direct link to the online Agenda Bill on the issue. An Agenda Bill is what is created when an issue goes to City Council and provides context and background.
- the person on staff who is the project lead for that priority.
- the projected budget.

Additionally, you'll see an explanation and status update on the priority with a percentage update at the bottom to let you know how far along the item is until completion.

### **Goal of this document**

It is the goal of the City of Sedona to communicate effectively with everyone in Sedona, from the staff who work at City Hall, to the residents, to even the visitors who stay in Sedona for just a few days. It is important that everyone have access to current information on projects that will affect this city for years to come.

### **More information**

For more information on any project in this document, contact Public Relations Coordinator Ashley Hardy at 928-203-5072 or [AHardy@SedonaAZ.gov](mailto:AHardy@SedonaAZ.gov) and she will connect you with the project lead.

# February 2021 Council Priorities Update

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**NOTABLE:**

**Priority:** High

**Public Involvement:** Extensive public outreach with: possible work groups, stakeholder participation, and public hearings

**Staff Workload:** Extensive for the City Manager’s Office, extensive for the Engineering Department, moderate for the Community Development Department, and minimal for the Police Department

**Expected Council Meetings:** Meetings throughout the year as projects move through the process

**Estimated Timeframe:** 2018 - 2028

**Most Recent time City Council discussed this issue:**

[February 24, 2021 \(AB 2378\)](#)

**Project Leads:**

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Robert Weber  
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**\$ Total ten-year Project Budget:** \$35 million

**Explanation:** In 2018, with a complete Transportation Master Plan and the passage of a ½ percent sales tax increase that will sunset after ten years and fund transportation projects, City Council made the execution of the plan, called Sedona in Motion, a top priority.

In February 2021 at the City Council Retreat, Council supported the idea to extend the transportation Sales tax past its 10-year expiration to fund future transit efforts.

**Project Status:**

- The [Uptown Roadway Improvements Project](#) was completed in 2020. The need for pedestrian bridges over 89A will be evaluated.
- City Council approved moving forward with Phase 1 of the [transit implementation plan](#), purchased property for a transit hub, and hired a Transit Manager in January 2021. The city hopes to have trailhead shuttles operational in March of 2022.
- Design is 90 percent complete for the [Forest Road extension project](#).
- ADOT and the City agreed not to move forward with [the separated right-turn lanes](#) at the “Y” roundabout.
- The design of the [underpass at Oak Creek](#) is at 90 percent completion.
- The [GO Sedona](#), biking and walking master plan was approved by City Council in Sept. 2020 making this the roadmap for future projects.
- The design for the Uptown Parking Garage on Forest Rd. is underway. Construction is expected to begin Spring 2022.
- City Council approved the design of 4 shared use paths: Dry Creek Rd., Thunder Mountain/Sanborn, Soldiers Pass and Chapel Rd. Thunder Mountain/Sanborn is under construction. Soldiers Pass construction is expected to begin later in 2021 and Chapel Rd. is expected to begin construction in 2022.
- Neighborhood roadway connections are not actively being pursued unless willing partners are identified.

Projects will move forward through the budgeting process over the next ten years. For more information and project tracking, go to [www.sedonaaz.gov/SIM](http://www.sedonaaz.gov/SIM).

Project Status		February 2021
Project Phase	% Completion	Completion Date
Completion of projects	10 percent	2028



# SEDONA

## CHAMBER OF COMMERCE & TOURISM BUREAU

**NOTABLE:**

**Priority:** High

**Public Involvement:** Minimal with stakeholder input

**Staff Workload:** Extensive for the City Manager's Office.

**Expected Council Meetings:** One to two meetings for ongoing interest and monitoring.

**Estimated Timeframe:** Jan. 2015 – ongoing

**Most Recent Time City Council**

**Discussed this Issue:** [February 23, 2021 \(AB 2587\)](#)

**Project Leads:**

Karen Daines-Osburn  
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**\$ FY21 Projected Budget:** \$2,446,060 base budget with a \$544,440 contingency fund.

**Explanation:** Starting in 2013, the City has allocated 55 percent of the 3.5 percent bed tax to the Sedona Chamber of Commerce and Tourism Bureau (SCCTB). The City Council in early 2019 indicated that while they affirmed to continue the partnership with the SCCTB, they were also interested in revisiting the way the financial commitment of how the contract with SCCTB is structured. Additionally, the City will be working with the SCCTB to more comprehensively address tourism management through the execution of the Sustainable Tourism Plan.

**Status:** In April 2019, City Council had discussions on the contract with the SCCTB and decided it should be modified to include:

- elimination of the requirement to fix the contract to 55% of bed tax collections but maintain reference to the 55% as a common industry standard
- a fixed number to be negotiated annually
- a budget built from the ground up reflective of services needed each year
- annual financial audits

In July 2019, City Council approved the revised contract. The above items, and the progress of the execution of the Sustainable Tourism Plan will be monitored at least twice a year in meetings the SCCTB has with City Council.

In June 2020, Council approved the SCCTB FY21 destination services plan, work plan, and annual budget with the base budget to be paid in two installments, and contingency funds being subject to approval and distribution midyear as may be later determined by Council.

In February 2021, City Council met with the SCCTB to discuss future of marketing efforts. City Council agreed that the SCCTB should not focus on specific marketing of Sedona, but on funds and efforts of Sustainable Tourism like recycling programming, water quality initiatives and funding for trails, to help offset the effects of visitation on the community, at least in the near future.

**Project Status**

**February 2021**

Project Phase	% Completion	Completion Date
Monitor Chamber Tourism Marketing	ongoing	ongoing



Explore Environmental Sustainability Opportunities City Council Priority List



**NOTABLE:**

**Priority:** High

**Public Involvement:** Extensive with a possible work group and stakeholder input

**Staff Workload:** Extensive for the City Manager’s Office

**Expected Council Meetings:** Numerous depending on specific proposed actions or initiatives.

**Estimated Timeframe:** 2017 – Summer 2020

**Most Recent time City Council**

**discussed this issue:**

[February 23, 2021 AB \(2652\)](#)

**Project Leads:**

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**\$ FY18 Project Budget:** \$N/A  
**FY19 Project Budget:** \$N/A  
**FY20 Project Budget:** \$87,500  
**Total Project Budget:** \$TBD

**Explanation:** The Community Plan states that sustainability is a major priority, both internally and externally city-wide.

**Status:** In September 2017, the City Manager initiated an effort to work with the Sustainability Alliance on ways the City can improve sustainability at the organization. Out of this effort the Sustainability Alliance rated the City of Sedona as Bronze rating and a list of recommendations. Additionally, the City had an energy audit performed by Midstate Energy and resulted in implementation of energy saving features including replacement of light and water fixtures.

Staff went to City Council to get direction on what next steps the City Council will consider taking towards environmental sustainability. Council gave direction that as opportunities arise, the following things will be pursued, keeping in mind the value return of each strategy: 1. improve energy use/efficiency at City Hall facilities, 2. improve internal environmental sustainability practices, 3. explore possible increased use of renewable energy, 4. leverage existing projects/Council priorities to advance sustainability, 5. leverage existing relationships to develop next steps.

To help accomplish these goals, the city hired Sustainability Coordinator McKenzie Jones. In 2020, Jones completed a [Municipal Sustainability Plan](#) to identify ways to improve sustainability in internal city operations. Then, the following projects in FY20 helped advance this priority: hiring an Americorps Vista volunteer to assist in the implementation of the Sustainable Tourism Plan, executing a household hazardous waste event, kicking off a city-wide Climate Action Plan process, placing electric chargers at City Hall, installing solar at parking facilities at City Hall, and exploring charging stations in other places in the community.

In FY21, budget cuts because of COVID-19 reduced the amount of new initiatives for this priority but the Climate Action Plan is being drafted with expected completion in 2021.

At the City Council Retreat in February 2021, Council agreed that sustainability was a high priority, agreeing to support seeing decision packages for added staff, infrastructure improvements, community incentive programs, energy retrofit programs and more.

**Project Status** February 2021

Project Phase	% Completion	Completion Date
Explore opportunities	15 percent	Ongoing



**NOTABLE:**

**Priority:** High

**Public Involvement:** Minimal with stakeholder input

**Staff Workload:** Extensive for the Public Works and the Police Dept.

**Expected Council Meetings:** TBD

**Estimated Timeframe:** FY22

**Most Recent Time City Council**

**Discussed this Issue:**

[February 4, 2021](#)

**Project Leads:**

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Chief Husted  
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**\$ FY22 Estimated Project Budget:**

\$200,000

**Total Project Budget:** TBD

**Explanation:** Due to drastic increases in surrounding National Forest use, parking and access issues have also increased and are a top priority.

**Status:** At the City Council Retreat in February 2021, Council set this as a high priority. Staff will bring back a decision package with mitigation options including, but not limited to:

- placing Traffic Control Assistants (TCAs) at select trailheads during busy times to inform people that trailheads are full
- deploying Community Service Aids (CSAs) to give parking tickets
- constructing physical barriers to further restrict trailhead parking
- towing when feasible.

During the FY22 budget process, staff will bring a decision package outlining suggested funds needed to tackle this issue.

**Project Status** **February 2021**

Project Phase	% Completion	Completion Date
Implement solutions	0 percent	July 2022



**Explanation:** Diversifying the Sedona economy has long since been a priority with the hiring of the city's first-ever Economic Development Director, Molly Spangler, in 2016. As Spangler has developed her program, including small business assistance, loan programs, and entrepreneurial events, and because later in 2019, the Economic Diversification Plan will be completed, City Council decided at the 2019 Annual City Council Priorities Retreat, it was time to invest more in additional economic diversity options to build on the foundation that Molly has built thus far.

**Status:** At the City Council meetings in April 2019, City Council approved:

- additional budget for broader business services like the Launch Pad events and marketing.
- funds to pursue an Americorps Vista Volunteer to assist with business assistance, grant writing, and more.
- marketing funds to create a marketing strategy for the program, a media campaign, geotargeted business ads, etc.

In February 2020, City Council approved the [Economic Diversification Plan](#) that will be a roadmap for the City to follow to achieve economic diversification.

With cuts during the FY21 budget planning process because of COVID-19, major funding for additional economic development projects was put on hold but any initiatives will be brought back to Council when considered ready and appropriate.

In February 2021, City Council supported moving forward with three decision package areas:

- Added staff
- A co-working space
- Initial steps towards broadband.

**NOTABLE:**

**Priority:** High

**Public Involvement:** Extensive with public notices, public hearings, and stakeholder input

**Staff Workload:** Extensive for the City Manager's Office

**Expected Council Meetings:** This is to be decided, but when they are agendized this will be updated.

**Estimated Timeframe:** ongoing

**Most Recent Time City Council**

**Discussed this Issue:**

[February 4, 2021 AB \(2544\)](#)

**Project Leads:**

Molly Spangler  
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[MSpangler@SedonaAZ.gov](mailto:MSpangler@SedonaAZ.gov)

**\$ FY20 Project Budget:** \$79,500

**FY21 Project Budget:** \$163,230

**Total Project Budget:** TBD

**Project Status**

**February 2021**

Project Phase	% Completion	Completion Date
Execute initiatives	Ongoing	Ongoing





## What is **Affordable Housing**?



The government says housing is “affordable” if a family spends **no more than 30%** of their income to live there.

**Explanation:** With tourism industry jobs plentiful and average home prices escalating, affordable housing in Sedona is a challenge. The high cost in housing also affects our veterans and older population who may be on fixed incomes.

**Status:** In March 2017, a group of business owners and concerned citizens organized to discuss affordable housing which staff participated in. Additionally, the City subsidized development fee costs for the Habitat for Humanity homes that were built in Uptown. In June 2018, City Council approved a budget request (see on page 307 of [this document](#)) to support the city’s housing fund. More specifically, Council approved discretionary bed tax as a source of funding in part because the city has seen a significant net increase in bed tax collection since the legislation allowing short term rentals. Additionally, the Land Development Code now provides broader administrative decision making so staff is able to easier incentivize affordable housing to prospective developers.

In the FY20 budgeting process, City Council approved \$2 million to be spent on affordable housing solutions. First, the City hired a consultant in September 2019 to conduct a needs assessment and produce a five-year affordable housing action plan. The recommendations from this plan include hiring a manager, developing public/private partnerships, , or possible land acquisition for an affordable housing project. Staff presented this report City Council in December 2020. Council expressed interest in hiring a housing manager, prioritizing workforce housing, initiating conversations with Housing Solutions of Northern Arizona, and exploring the development of a Community Land Trust (CLT).

In February 2021, City Council supported seeing decision packages in the budget process for a potential loan assistance program and are open to considering land purchases to support this initiative where appropriate. The city has also approved hiring an Affordable Housing Manager.

**NOTABLE:**

**Priority:** High

**Public Involvement:** Extensive with a possible work group, stakeholder input and public hearings

**Staff Workload:** Extensive for the Community Development Department and extensive for the City Manager’s Office

**Expected Council Meetings:** One to two are expected to determine what action Council wants to take to address the needs.

**Estimated Timeframe:** April 2017 – Summer 2019

**Most Recent time City Council**

**discussed this issue:**

[Dec. 9, 2020 AB \(2635\)](#)

**Project Leads:**

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**\$ FY17 – FY19 Project Budget:** \$N/A

**FY20 Project Budget:** \$2 million

**Total Project Budget:** \$2 million

**Project Status** **February 2021**

Project Phase	% Completion	Completion Date
Create report on this topic	100 percent	Spring 2021
Implement strategies	0 percent	ongoing



NOTABLE:

**Priority:** Medium

**Public Involvement:** Extensive with community outreach and possible beta testing

**Staff Workload:** Extensive for the City Manager's Office

**Expected Council Meetings:** Once a year updates.

**Estimated Timeframe:** ongoing

**Most Recent Time City Council**

**Discussed this Issue:**

[February 4, 2021 AB \(2521\)](#)

**Project Leads:**

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**\$ FY21 Project Budget:** N/A

**FY22 Project Budget:** N/A

**Total Project Budget:** TBD

**Explanation:** An audit of internal and external communications conducted by the Communications Manager in June 2017 recommended several actions: Improve the functionality, content, and staff training for operation of the City website; Adopt a centralized and strategic approach to communications with a focus on planned, consistent messaging; consolidate and improve social media communication, and improve emergency communication tools and protocols.

**Status:** At the City Council meeting on this topic on Sept 11, 2019, Council directed staff to:

- Create more FAQs
- Explain hot button issues in a timely manner
- Outreach more to community groups
- Tell the City's story better
- Improve the City's branding
- Increase mass communication

With COVID-19, the goal of hiring a Public Relations Coordinator to work together with the Communications Manager to tackle projects collectively was put on hold. This position was then filled in December of 2020.

In February 2021, City Council decided to wait and see how a staff of two impacts communications and supported outsourcing dedicated Public Relations efforts on high profile projects.

**Project Status** **February 2021**

Project Phase	% Completion	Completion Date
Improve communications	Ongoing	Ongoing



**NOTABLE:**

**Priority:** Medium

**Public Involvement:** Extensive with public notices, public hearings, and stakeholder input

**Staff Workload:** moderate for the City Manager's Office and extensive for the Community Development Office

**Expected Council Meetings:** This is to be decided, but when they are agendized this will be updated.

**Estimated Timeframe:** Fall 2017 to ongoing

**Most Recent Time City Council**

**Discussed this Issue:** Intermittently as development proposals come before City Council

**Project Leads:**

Karen Daines-Osburn  
(928) 204-7127  
[KOsburn@SedonaAZ.gov](mailto:KOsburn@SedonaAZ.gov)

**\$ FY18 - FY19 Project Budget:** \$N/A

**Total Project Budget:** N/A

**Explanation:** As the City has completed Community Focus Areas (CFAs), which are plans that go into more detail than the Community Plan and address topics such as land use and circulation, the developments and redevelopments of these areas are becoming a focus.

**Status:** So far, Community Development Department staff have completed CFAs in the following areas:

- [Western Gateway](#)
- [Soldiers Pass](#)
- [Schnebly CFA](#)
- [Shelby-Sunset CFA](#)

Currently the [Uptown CFA](#) is in progress.

As development and redevelopment proposals are submitted, staff will respond to these proposals to ensure the projects are consistent with the CFAs.

See what design proposals are currently submitted to the City and are in the planning phase: <http://www.sedonaaz.gov/your-government/departments/community-development/projects-and-proposals>.

**Project Status** **February 2021**

Project Phase	% Completion	Completion Date
Continue to respond to proposals	Ongoing	Ongoing



**Explanation:** The City has an existing Disaster Preparedness Plan; however, staff is updating that plan to ensure that it is contemporary and consistent with the Yavapai County Emergency Management Plan. In addition to updating the plan, staff is putting together plans with Sedona Fire, Yavapai and Coconino Counties, and other stakeholders to regularly organize tabletop exercises to practice various scenarios to ensure readiness for real emergencies.

**Status:** The October 13, 2020 City Council meeting reoriented Council to emergency management planning. In mid-2021, a new Emergency Management Plan will be drafted and brought back to City Council for approval.

In February 2021, City Council supported to ongoing development of an updated Emergency Management Plan at their annual priorities setting meeting.

**NOTABLE:**

**Priority:** Medium

**Public Involvement:** Minimal with stakeholder input

**Staff Workload:** Extensive for the Police Department and minimal for the City Manager's Office

**Expected Council Meetings:** Up to two to review roles and responsibilities and adopt a plan.

**Estimated Timeframe:** 2020 – mid 2021

**Most Recent City Council**

**discussed this issue:**

[October 13, 2020 AB \(2608\)](#)

**Project Leads:**

Chief Husted  
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**\$ FY21 Project Budget:** \$N/A

**Total Project Budget:** \$TBD

**Project Status**

**February 2021**

Project Phase	% Completion	Completion Date
Draft plan	80 percent	Ongoing



# SHORT-TERM RESIDENTIAL RENTALS

**NOTABLE:**

**Priority:** Low to medium

**Public Involvement:** Minimal with stakeholder input

**Staff Workload:** Extensive for the Community Development Department and moderate for the Legal Department.

**Expected Council Meetings:** One to two meetings for ongoing interest and monitoring.

**Estimated Timeframe:** Jan. 2015 – ongoing

**Most Recent Time City Council**

**Discussed this Issue:** [February 4, 2021](#)

**Project Leads:**

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**\$ FY17:** n/a

**FY18:** n/a

**FY19:** \$20,000 for STR Helper

**FY20:** \$20,000

**FY21:** \$40,000

**Total Project Budget:** n/a

**Explanation:** Since 1995, short term rentals were banned in Sedona. However, Senate Bill 1350 was signed by the Arizona Governor on May 12, 2016, and went into effect December 31, 2016 prohibiting local government entities from enacting or maintaining local ordinances that would disallow short term vacation rental activity.

**Status:** City Council asked staff to monitor and evaluate any short-term rental legislation that would be relevant for adding local control of this issue. Legislative Representative Bob Thorpe held a [community meeting](#) in July 2019 to hear resident concerns. Additionally, at a City Council meeting on [Aug. 14, 2019](#), City Council advised staff to refine the concepts of emergency contact requirements and possible zoning restrictions into the city ordinance related to short term rentals. The City hired LodgingRevs to help report occupancy data and manage an emergency contact and complaint collection system. This information is being collected so that staff can have real data on the issues and frequency to help identify potential next steps. Currently, SB 2481 is moving through the legislative process and would allow cities to limit short-term rentals to certain zoning areas but is continuously amended as it moves through the process. In mid-2021, the City will know if the bill passes and what provisions it will have.

In February 2021 at the annual priority setting meeting, City Council supported watching for developments at the Arizona State Legislature level, and monitoring complaints with the hotline number the City set up in 2020.

**Project Status**

**February 2021**

Project Phase	% Completion	Completion Date
Monitor Short Term Rentals	ongoing	ongoing



NOTABLE:

**Priority:** **COMPLETED** but Low when active

**Public Involvement:** Extensive once introduced, by June 2017

**Staff Workload:** Extensive once introduced

**Expected Council Meetings:** 1 to review the report and consider next steps

**Estimated Timeframe:** Summer 2017 – TBD

**Project Leads:**

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**\$ FY16 Project Budget:** n/a  
**Total Project Budget:** n/a

**Explanation:** As of February 26, 2014, the City Council approved an Effluent Management Plan. Implementation of the plan would result in approximately 200 acres of the Wastewater Reclamation Plant lands no longer being necessary for effluent management. Tim Ernster, City Manager at the time, appointed a Citizen Engagement Program Work Group in 2014 to provide input to staff as part of the concept development process. The Dells Work Group met, produced a report with potential options, and concluded, and the report is currently in the City Manager’s Office.

**Status:** With the report from the work group complete, the Economic Development Director and other staff are completing a review of the options listed in the report, including looking at feasibility. In City Council’s priority setting meeting in December 2017 and confirmed again in January 2019, staff were directed that this item is no higher a priority than the other priorities, and therefore other priorities that were deemed higher will be accomplished first.

**Project Status** **February 2021**

Project Phase	% Completion	Completion Date
Complete a Planning Effort	50 percent	TBD



NOTABLE:

**Priority:** **COMPLETED** but when active, High

**Public Involvement:** Extensive with stakeholder input gathered

**Staff Workload:** Extensive for the Community Development Department

**Expected Council Meetings:** One to two for the adoption of the code

**Estimated Timeframe:** July 2017 to Fall 2019

**Most Recent time City Council**

**discussed this issue:** [September 24, 2019](#)

**Project Leads:**

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Karen Daines-Osburn  
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**\$ FY16 - 19 Project Budget:** \$N/A  
**Total Project Budget:** \$N/A

**Explanation:** The City of Sedona is currently using the 2006 International Building Code (IBC). The International Building Code (IBC) is a [model building code](#) which is developed by the International Code Council (ICC). It has been adopted for use as a base code standard by most jurisdictions in the United States. Building codes are the rules used when designing and constructing a structure and include commercial, residential, multi-family, structural, mechanical, electrical, plumbing, accessibility and energy conservation. Building code updates ensure all builders follow best practices and incorporate new technology. By reviewing, amending, and adopting the 2015 model codes, the most current edition of the model codes, it helps ensure that Sedona’s built environment reflects and allows the latest in design, technologies, and safety standards.

**Status:** Staff met with sustainability stakeholders and builders. Staff then refined its recommendation with specific additions and modifications to ensure that the codes address conditions particular to Sedona with attention given to green building aspects to the code. This went to City Council on September 24, 2019 and was adopted.

**Project Status**

**September 2019**

Project Phase	% Completion	Completion Date
Completion of new code	100 percent	September 2019



NOTABLE:

**Priority:** **COMPLETED** but when active, High

**Public Involvement:** Minimal with stakeholder input

**Staff Workload:** Extensive for the Public Works Department

**Expected Council Meetings:** As needed for projects approvals and contracts

**Expected Planning & Zoning**

**Commission Meetings:** n/a

**Estimated Timeframe:** 2014 – 2019

**Most Recent Time City Council**

**Discussed this topic:**

[September 13, 2016](#)

**Project Leads:**

J. Andy Dickey  
(928) 204-7111

[ADickey@SedonaAZ.gov](mailto:ADickey@SedonaAZ.gov)

**\$ FY16 – FY19 Project Budget:** many projects combined

**Total Project Budget:** many projects combined

**Explanation:** Proper stormwater management has long since been a priority for City Council and Staff, and the 2005 Stormwater Master Plan is still the guiding document, however there is a master plan update coming in FY18.

**Status:** There are two main geographic areas this priority currently focuses on: the Soldier Wash area and the Coffee Pot neighborhood. Regarding Soldier Wash: Phase I - Flood barriers along Soldier Wash were installed February 2014, Phase II – flood wall and additional flood barrier work along Soldier Wash was completed in July 2015, Phase III – Portal Lane drainage and the downstream pedestrian bridge capacity was increased in July 2016. Phase IV, improving the channel cross section between Brewer Rd and Oak Creek, was completed in March 2018, and included a cost share of \$250,000 with Tlaquepaque and Los Abrigados.

The Coffee Pot Drainage Project design was completed in 2015. Casa Bonita Phase I construction was completed in 2016. The Coffee Pot Road Crossing Phase II project was completed in April 2017. Phase III, installing drainage pipe along Grasshopper Lane, was completed in June 2018. Phase IV, installing pipe along Sanborn and Little Elf, was started in July 2018 and completed in June 2019.

For more detailed info on these two projects, see the Public Works Department’s [Capital Improvement Projects document](#).

Project Status		June 2019
Project Phase	% Completed	Completion Date
Complete all stages of Soldier Wash area	100 percent	FY18
Complete all stages of Coffee Pot neighborhood	100 percent	June 2019





**NOTABLE:**

**Priority:** **COMPLETED** but when active, high

**Public Involvement:** Extensive public outreach with: possible work groups, public outreach, stakeholder participation, and public hearings, in addition to a resident survey complete by January

**Staff Workload:** Extensive for the City Manager’s Office, extensive for the Community Development Department and moderate for the Police Department

**Expected Council Meetings:** Numerous for status updates and various specific decisions

**Estimated Timeframe:** July 2017 to Spring 2019

**Most Recent time City Council**

**discussed this issue:**

[March 26, 2019 \(AB 2377\)](#)

**Project Leads:**

Justin Clifton  
(928) 204-7127  
[JClifton@SedonaAZ.gov](mailto:JClifton@SedonaAZ.gov)

Karen Daines-Osburn  
(928) 204-7127  
[KOsburn@SedonaAZ.gov](mailto:KOsburn@SedonaAZ.gov)

**\$ FY17 Project Budget:** N/A

**Total Project Budget:** N/A

**Explanation:** Starting in 2013 with City Council approving the city bed tax increase from 3 to 3.5 percent, and that a minimum of 55 % of that tax collected would go to the Chamber of Commerce for visitor services, destination marketing, and product development, staff has worked with the chamber to monitor these tourism efforts. As the contract was awarded most recently to the chamber, City Council decided to explore the topic of sustainable tourism.

**Status:** The City assisted the Chamber in hiring Nichols Tourism Group in coordination with the ASU Center for Sustainable Tourism to look at Sedona tourism as a whole including topics like trails, housing, affordability, traffic, parking and other tourism impacted Sedona areas, and how they all work together to achieve more sustainable tourism. The sustainable development strategic plan will guide future tourism marketing efforts by the Chamber. More specifically, it will outline how to find the balance between a vibrant tourism economy and resident quality of life. The kick off for this effort began in Fall 2017, and over a last year, surveys were done with residents and visitors, resident workshops, and stakeholder and public meetings. The finalized report was approved by City Council on May 26, 2019 and will act a guiding document for the future of sustainable tourism in Sedona.

**Project Status** **March 2019**

Project Phase	% Completion	Completion Date
Coordinate effort and approve plan	100 percent	March 2019



**NOTABLE:**

**Priority:** **COMPLETED** but when active, medium

**Public Involvement:** Extensive with stakeholder participation and public meetings

**Staff Workload:** Extensive for the Community Development Department and moderate for the City Manager's Office

**Expected Council Meetings:** two to three meetings from June 2018 to September 2018

**Expected Planning and Zoning**

**Meetings:** up to five meetings from January 2018 – May 2018

**Estimated Timeframe:** June 2017 - Spring 2019

**Most Recent time City Council discussed this issue:** [April 9, 2019 \(AB 2388\)](#)

**Project Leads:**  
 Karen Daines-Osburn  
 (928) 204-7127  
[KOsburn@SedonaAZ.gov](mailto:KOsburn@SedonaAZ.gov)  
 Cynthia Lovely  
 (928) 203-5035  
[CLovely@SedonaAZ.gov](mailto:CLovely@SedonaAZ.gov)

**\$ FY16 Project Budget:** n/a  
**FY17 Project Budget:** n/a  
**Total Project Budget:** n/a

**Explanation:** After the current Community Plan was adopted, City Council supported developing specific area plans through the Community Focus Areas that were identified in the Community Plan. The Shelby-Sunset CFA is unique in that it's one of two industrial areas in Sedona.

**Status:**

- Starting in the summer of 2017, staff did outreach with both Shelby-Sunset CFA property owners and tenants to see what they wanted to see in the area in terms of a planning effort.
- Staff took that input and is in the process of putting together a draft of the Shelby-Sunset CFA, which [went to the Planning and Zoning Commission in March 2018](#).
- Staff took drafts of the CFA before City Council in July 2018 and February 2019, with ultimately approval from Council on April 9, 2019.

For more information, go to: <http://www.sedonaaz.gov/your-government/departments/community-development/community-focus-areas/aaa-industrial-park-cfa>.

**Project Status**

**April 2019**

Project Phase	% Completion	Completion Date
Draft of plan completed	100 percent	Beginning of 2018
Full project completion	100 percent	April 2019
Adoption of the plan	100 percent	April 2019



NOTABLE:

**Priority:** **COMPLETED** but when active, high

**Public Involvement:** Extensive public outreach with: possible work groups, stakeholder participation, and public hearings

**Staff Workload:** Extensive for the Community Development Department, moderate for the City Manager's Office and moderate for the Legal Department.

**Expected Council Meetings:** Up to 8 meetings between July 2018 to November 2018.

**Estimated Timeframe:** Fall 2016 to end of 2018

**Most Recent time City Council**

**discussed this issue:** [November 14, 2018](#)

**Project Leads:**

Mike Raber  
(928) 204-7106  
[MRaber@SedonaAZ.gov](mailto:MRaber@SedonaAZ.gov)

Karen Daines-Osburn  
(928) 204-7127  
[KOsburn@SedonaAZ.gov](mailto:KOsburn@SedonaAZ.gov)

**\$ FY16 Project Budget:** \$ N/A

**Total Project Budget:** \$320,000

**Explanation:** The Land Development Code (LDC) Update was a rewrite of several major sections of the LDC to provide clear and specific direction for development and redevelopment. The City contracted with Clarion Associates to assist with this project.

The LDC was updated to:

- Improve the user-friendliness of the LDC (The current LDC is 20 years old and over 600 pages long).
- Implement the 2014 [Sedona Community Plan](#).
- Address the goals in adopted [CFA Plans](#).
- Reflect best practices.

**Status:** The City tackled pieces of the Land Development Code in the past with notable projects like updating the Historic Preservation Ordinance, the City's Sign Code and the Wireless Communication ordinance. With these things completed, and the Planning and Zoning Commission making their recommendations of the LDC to City Council, the LDC was brought in front of City Council for comment and review many times over six months with approval on November 14, 2018.

The code goes into effect 30 days after approval, and the section applying to chickens and bees will go into effect March 1, 2019.

**Project Status** **November 2018**

Project Phase	% Completion	Completion Date
Completion of Code Update	100 percent	November 2018



NOTABLE:

**Priority:** **COMPLETED** but when active, low

**Public Involvement:** Moderate for planning and extensive when outreach occurs

**Staff Workload:** Extensive for finance, extensive for the City Manager's Office moderate for the Legal Department and moderate for the City Clerk

**Expected Council Meetings:** Two to four meetings between March 2018 to May 2018 to solidify ballot language

**Estimated Timeframe:** January 2018 to November 2018

**Most Recent time City Council**

**discussed this issue:** [April 10, 2018 \(AB 2359\)](#)

**Project Leads:**

Cherie Wright  
(928) 204-7185  
[CWright@SedonaAZ.gov](mailto:CWright@SedonaAZ.gov)

**\$ FY18 Project Budget:** N/A

**FY19 Project Budget:** N/A

**Total Project Budget:** N/A

**Explanation:**

The City has operated under the alternative expenditure limitation (Home Rule) for 22 years. Home Rule must be passed by the voters every four years. Approval by citizens of Home Rule allows the City to continue to set its budget locally by the City Council on an annual basis through the annual budget appropriation process. Home Rule gives the City local control for use of the funds it receives through the taxes and fees, instead of limiting expenditures to the state-imposed expenditure limitation based on population and expenditures during the 1979/1980 fiscal year, adjusted for growth and inflation.

If Home Rule is not passed, this would very likely result in the City's inability to expend revenues collected to support existing levels of operations and City services. The City would be required to reduce or eliminate programs and services in order to be in compliance with the state-imposed expenditure limitation. Among other things, this would drastically affect the implementation of the Transportation Master Plan.

**Status:**

While City staff are not allowed to influence any elections, they will speak to groups to educate on Home Rule and what it means if it passes or not. Also, in April, in addition to holding the first of two public hearings on this topic, City Council approved the resolution placing the continuation of the Alternative Expenditure Limitation option on the August 28, 2018 ballot for voter approval. In August, the Sedona voters approved Home Rule, thereby marking this item complete.

Project Status		November 2018
Project Phase	% Completion	Completion Date
Complete campaign	100 percent	November 2018



**NOTABLE:**

**Priority:** **COMPLETED** but when active, high

**Public Involvement:** Moderate regarding the Land Development Code portion of this project with public hearings and stakeholder input. Extensive for the Master Plan with public outreach, stakeholder input, public hearings and a possible work group

**Staff Workload:** Extensive for the Community Development Department and Minimal for the City Manager's Office

**Expected Council Meetings:** For the Land Development Code portion, 2 – 3 meetings from December 2017 – May 2018

**Expected Planning and Zoning Meetings:** For the Land Development Code portion, 2 - 3 meetings in the Spring and Summer of 2017.

**Estimated Timeframe:** December 2015 – mid-2018

**Most Recent time City Council**

**discussed this issue:** [May 22, 2018](#)

**Project Leads:**

Karen Daines-Osburn  
(928) 204-7127  
[KOsburn@SedonaAZ.gov](mailto:KOsburn@SedonaAZ.gov)

Audree Juhlin  
(928) 282-1154  
[AJuhlin@SedonaAZ.gov](mailto:AJuhlin@SedonaAZ.gov)

**\$ FY16 Project Budget:** no money was spent

**FY17 Project Budget:** \$60,000

**Total Project Budget:** \$60,000

**Explanation:** In 2016, the City Council requested city staff update the existing wireless facilities ordinance and develop a Wireless Master Plan to guide the future development and construction of wireless infrastructure within the community.

**Status:** In March 2016, staff contracted for professional services to develop a Wireless Master Plan and update the Wireless Communication Facilities ordinance of the Land Development Code to comply with recent changes in federal law.

Included in the consultant's work was to:

- create a compilation database and assess all existing wireless facilities within the city
- assess availability of public-owned land, develop RMS propagation maps
- conduct at least two public workshops
- develop an inventor catalogue
- draft a master plan and recommendation for ordinance revisions

Due to lack of community consensus about which sites would be appropriate for wireless facilities, the City Council decided not to pre-select any city-owned sites. Since pre-determining locations for future wireless facilities was the main purpose of the Master Plan, there will no longer be a need to have a Master Plan.

The city still updated its existing wireless ordinance to comply with federal regulations and with as many restrictions as legally allowed in an attempt to lessen the negative impacts of new wireless facilities, thus marking the completion of this priority. Go to [www.SedonaAZ.gov/WirelessMasterPlan](http://www.SedonaAZ.gov/WirelessMasterPlan) for more information.

**Project Status**

**May 2018**

Project Phase	% Completion	Completion Date
Finalize an ordinance	100 percent	May 2018



**NOTABLE:**

**Priority:** **COMPLETED** but when active, high

**Public Involvement:** Extensive public outreach with: possible work groups, stakeholder participation, and public hearings

**Staff Workload:** Extensive for the City Manager's Office, extensive for the Engineering Department, extensive for the Community Development Department, and minimal for the Police Department

**Expected Council Meetings:** One for contract approval and 1 - 5 progress meetings

**Estimated Timeframe:** Fall 2014 to January 2018

**Most Recent time City Council**

**discussed this issue:**

[September 27, 2017 \(AB 2273\)](#)

**Project Leads:**

Stephen Craver  
(928) 204-7111

[SCraver@SedonaAZ.gov](mailto:SCraver@SedonaAZ.gov)

Karen Daines-Osburn  
(928) 204-7127

[KOsburn@SedonaAZ.gov](mailto:KOsburn@SedonaAZ.gov)

**\$ FY16 Project Budget:** \$250,000

**Total Project Budget:** \$250,000

**Explanation:** The history on this issue has been long and extensive:

- Numerous smaller traffic studies have been completed but nothing comprehensive enough to plan and prioritize system wide improvements has been undertaken
- In September 2014, City Council discussed the need to conduct an updated comprehensive citywide traffic and circulation study
- The decision package for the study was approved in the FY 15/16 budget
- The City applied for but was denied a PARA grant to fund the study
- On October 28, 2015, Council approved moving the Transportation Master Plan Update forward with City funding and \$70,000 from outside sources.

**Status:** The contract for the study was awarded to Kimley-Horn & Associates for \$249,974. Over a year, and with data from two community surveys and travel times, Kimley-Horn put together 14 potential strategies as part of the upcoming completion of the Transportation Master Plan. In October 2017, City Council gave direction to prioritize Uptown traffic issues; design will start in 2018. Council also approved a ½ cent sales tax increase to fund transportation projects that will sunset after ten years. Other projects will move forward through the budgeting process over the next ten years. In January 2018, the master plan was completed, and can be looked at here: <http://sedonaaz.gov/sedonainmotion>.

Project Status		January 2018
Project Phase	% Completion	Completion Date
Completion of Study	100 percent	January 2018



**NOTABLE:**

**Priority:** **Completed** but was medium when active

**Public Involvement:** Extensive with a work group, public outreach, and stakeholder conversations

**Staff Workload:** Extensive for the Finance Department and moderate for all other departments

**Expected Council Meetings:** 1 – 2 during FY18 budget

**Estimated Timeframe:** July 2016 – September 2017

**Most Recent City Council**

**discussed this issue:** [October 10, 2017 \(Agenda Bill 2305\)](#)

**Project Leads:**

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Cherie Wright  
(928) 204-7185

[CWright@SedonaAZ.gov](mailto:CWright@SedonaAZ.gov)

**\$ FY16 Project Budget:** n/a

**Total Project Budget:** n/a

**Explanation:** The city has no dedicated funding for capital projects. Historically the city has used general fund money that was not used for operations for Capital Improvement Projects (CIPs) on a year-to-year basis. This isn't sustainable and numerous CIPs remain unfunded. As the city spends down its reserves to fund capital infrastructure projects, City Council will need to make decisions regarding financing and other options. This will include developing long term revenue options to make sure that the city can continue to fund capital projects.

**Status:** The CIP list is funded through FY16-17. The Assistant City Manager and Finance Director facilitated a Citizen Work Group beginning in November 2016 to forecast future revenue and expenditures, both operating and capital, in all funds, to determine the true funding shortfalls given various scenarios. This group identified options and provided recommendations for future funding to meet operations and/or capital infrastructure needs. This work group concluded with their recommendations in September 2017, which focused on transportation projects funding since they are largely unfunded. Their main recommendation was adding 1 percent to the sales tax to pay for transportation projects. City Council decided on October 10, 2017 meeting to approve a ½ cent sales tax increase to fund transportation projects. The tax will go into effect on March 1, 2018 and will sunset in 10 years.

**Project Status** **November 2017**

Project Phase	% Completion	Completion Date
Report Revenue Options to Council	100 percent	September 2017



**NOTABLE:**

**Priority:** **Completed** but was medium when active

**Public Involvement:** Extensive with stakeholder participation and public meetings

**Staff Workload:** Extensive for the Community Development Department and moderate for the City Manager's Office

**Expected Council Meetings:** two to three meetings from June 2017 to September 2017

**Expected Planning and Zoning**

**Meetings:** up to five meetings from November 2016 – May 2017

**Estimated Timeframe:** May 2015 - Winter 2017

**Most Recent time City Council**

**discussed this issue:** [April 11, 2017 \(AB 2186\)](#).

**Project Leads:**

Audree Juhlin  
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[AJuhlin@SedonaAZ.gov](mailto:AJuhlin@SedonaAZ.gov)

Cynthia Lovely  
(928) 203-5035  
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**\$ FY16 Project Budget:** n/a  
**FY17 Project Budget:** n/a  
**Total Project Budget:** n/a

**Explanation:** After the current Community Plan was adopted, City Council supported developing specific area plans through the Community Focus Areas that were identified in the Community Plan. Work on this CFA was accelerated due to the neighbors pre-work and the Council's desire to pursue a creek walk in this area. Staff began working with property owners in this area in mid 2015.

**Status:** As stakeholder meetings continued, a draft Plan was prepared and was distributed for comment and review in:

- Public outreach meeting(s) for the neighborhood and public
- Planning and Zoning Commission meetings for a recommendation to City Council

In April of 2017, City Council approved the plan, which can be found here:

<http://www.sedonaaz.gov/your-government/departments/community-development/community-focus-areas/schnebly-cfa>

**Project Status** **April 2017**

Project Phase	% Completion	Completion Date
Draft of plan completed	100 percent	Spring 2017
Full project completion	100 percent	Spring 2017
Adoption of the plan	100 percent	Spring 2017





# SEDONA

## CHAMBER OF COMMERCE & TOURISM BUREAU

**Explanation:** Starting in 2013 with City Council approving the city bed tax increase from 3 to 3.5 percent, and that a minimum of 55 % of that tax collected would go to the Chamber of Commerce for visitor services, destination marketing, and product development, staff has worked with the chamber to monitor these tourism efforts under a 3-year contract. That has included approving a plan, budget, performance measures and contract with the Chamber. Once a year, annual and quarterly reports are provided to city staff and are presented to Council 2-3 times per year.

**Status:** The fiscal year-end/contract year-end report was presented to the City Council in November 2016. In Spring 2017, Council decided to pursue a new contract with the Chamber of Commerce for FY 18 and beyond and gave direction on what they wanted to see in that contract. The contract went to City Council in April 2017. So long as there is a contract, performance monitoring efforts will be ongoing but in terms of what is on City Council’s priority list, the focus is now on sustainable tourism, which you can read about this priority earlier on in this document.

**NOTABLE:**

**Priority:** **Completed** but was medium when active

**Public Involvement:** Minimal with opportunities during Council meetings

**Staff Workload:** Minimal for the City Manager’s Office during monitoring but extensive during contract consideration

**Expected Council Meetings:** One for the annual report and three during the contract consideration process

**Estimated Timeframe:** Three-year contract up for renewal consideration in June 2017.

**Most Recent time City Council discussed this issue:** [April 11, 2017 \(Agenda Bill 2220\)](#).

**Project Leads:**  
 Karen Daines-Osburn  
 (928) 204-7127  
[KOsburn@SedonaAZ.gov](mailto:KOsburn@SedonaAZ.gov)

**\$ FY16 Project Budget:** \$1.4 million  
**FY17 Project Budget:** \$1.73 million  
**Total Project Budget:** n/a

**Project Status**

**June 2017**

Project Phase	% Completion	Completion Date
Monitoring of the Chamber	100 percent	Complete for the purposes of it being a Council Priority but will always be monitored



**NOTABLE:**

**Priority:** **Completed** but was high when active

**Public Involvement:** Minimal with stakeholder input

**Staff Workload:** Moderate for the City Manager's Office and Moderate for the Public Works Department

**Expected Council Meetings:** As needed for projects approval and contracts

**Expected Planning & Zoning**

**Commission Meetings:** n/a

**Estimated Timeframe:** Spring 2012 – Fall 2016

**Most Recent Time City Council**

**Discussed this topic:**

Regarding the elevator project:

[April 12, 2016](#)

**Project Leads:**

J. Andy Dickey  
(928) 204-7111

[ADickey@SedonaAZ.gov](mailto:ADickey@SedonaAZ.gov)

**\$ FY16 Project Budget:** many projects combined

**FY17 Project Budget:** many projects combined

**Total Project Budget:** many projects combined

**Explanation:** Around 2012, congestion issues in Uptown caused the City to take a serious look at crosswalk and safety improvements that needed to happen, like adding additional parking lots, improving the Highway 89A roadway through Uptown, and providing ADA accessibility from municipal parking lots to Uptown.

**Status:**

Municipal parking lots were acquired behind Highway 89A throughout Uptown to provide additional parking. Sidewalk and roadway improvements, including **repaving** and new crosswalk stamping, traffic signal upgrades, new parking bumper installation, sidewalk installation along Jordan Rd, and lane and crosswalk efficiencies were completed. Additionally, in-ground lane delineation mounting devices were installed in the road so when traffic is high, an extra lane can be added on 89A in Uptown. Last, work to construct an improved walkway with ADA access from the north end of 89A to the municipal parking lot on Schnebly Road, including sidewalk, lighting, parking lot reconfiguration, elevated walkway/bridge and an elevator, was completed .

**Project Status** **July 2017**

Project Phase	% Completed	Completion Date
Complete all stages of crosswalk and safety improvements	100 percent	Summer 2017



**NOTABLE:**

**Priority:** **Completed** but was high when active

**Public Involvement:** Moderate with stakeholder participation and possibly a work group

**Staff Workload:** Extensive for the City Manager's Office and moderate for the Community Development Department

**Expected Council Meetings:** 1 – 2 progress updates

**Estimated Timeframe:** Oct 2013 – ongoing

**Most Recent Time City Council**

**Discussed this topic:** [September 26, 2016 \(Agenda Bill 2281\)](#)

**Project Leads:**

Justin Clifton  
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Molly Spangler  
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[MSpangler@SedonaAZ.gov](mailto:MSpangler@SedonaAZ.gov)

**\$ FY16 Project Budget:** n/a  
**FY17 Project Budget:** \$140,000

**Explanation:** Because a major component of the Community Plan is economic diversity, the City Council has supported this topic. The city's hiring of Economic Development Director to spearhead the issues, ideas, and opportunities for economic development in Sedona has been a high priority since 2013. This person will help successfully implement and Economic Development Strategic Plan.

**Status:** Starting July 2016, Molly Spangler began her role for the city as the Economic Development Director.

Prior to hiring her, the city retained an economic development consultant in 2015 to provide context for possible economic development efforts in Sedona and solicit input from City Councilors. The consultant also held meetings with stakeholder groups in the community. This input was used to develop the Economic Development Strategic Plan.

This plan is complete and the Economic Development Director is bringing those objectives of the plan to life.

**Project Status** **December 2016**

Project Phase	% Completion	Completion Date
Draft the Strategic Plan	100 percent	April 2016
Implementation of the Plan	ongoing	ongoing



**NOTABLE:**

**Priority:** **Completed** but was high when active

**Public Involvement:** Minimal with stakeholder meetings and Barbara's Park Design Jury Work Group

**Staff Workload:** Moderate for the Engineering Department

**Expected Council Meetings:** Two for contract approval in March 2016.

**Estimated Timeframe:** Oct. 2013 – March 2017

**Most Recent Time City Council**

**Discussed This Issue:** [March 8, 2016](#)

**Project Leads:**

J Andy Dickey  
(928) 204-7111  
[ADickey@SedonaAZ.gov](mailto:ADickey@SedonaAZ.gov)

**\$ FY16 Project Budget:** \$920,940  
**Total Project Budget:** \$1,704,727

**Explanation:** On August 14, 2012, the dome at Barbara Antonsen Park collapsed during construction.

In an effort to rebuild the project, on June 25, 2014, City Council approved proceeding with negotiations with Westlake, Reed, Leskosky, LLC (WRL) for re-design of the project. On September 9, 2014, City Council approved a professional services contract with WRL as the architect and designer of the project, however the cost estimates came in over budget.

**Status:** City staff, the consultant, and the contractor worked to refine the scope of the project to obtain the best value while maintaining the primary concepts, and look of the project. From this effort, final design documents were prepared and the contractor developed a construction cost proposal. The construction contract was approved by Council on March 8, 2016. Per the contractor's schedule, construction began in May 2016 and was complete in early 2017. A grand opening occurred on May 3<sup>rd</sup>, in which the public is invited to attend.

**Project Status**

**May 2017**

Project Phase	% Completion	Completion Date
Construct Park	100	May 2017



Explore Citywide Refuse and Recycling Program

City Council Priority



NOTABLE:

**Priority:** **Completed** but was high when active

**Public Involvement:** Extensive phone surveys, focus groups, public outreach meetings, stakeholder input.

**Staff Workload:** Extensive for the City Manager’s Office and moderate for the Finance Department.

**Expected Council Meetings:** Up to five starting March 23<sup>rd</sup> and going until Fall 2016. It is in the March 23<sup>rd</sup> work session where staff will report the public input gathered thus far on the topic.

**Estimated Timeframe:** September 2015 - November 2016.

**Most Recent time City Council**

**discussed this issue:** [AB 2077](#), [AB 2146](#)

**Project Leads:**

Karen Daines-Osburn  
(928) 204-7127  
[KOsburn@SedonaAZ.gov](mailto:KOsburn@SedonaAZ.gov)

**\$ FY16 Project Budget:** \$55,000 for consultant services from Burns and McDonnell

**FY17 Project Budget:** \$20,000 for consultant services from Burns and McDonnell

**Total Project Budget:** \$75,000

**Explanation:** The City Council asked staff to explore options for reducing the number of residential trash haulers within the city for the following reasons: lower service rates using the collective buying power of all 5,000 households, reduced road wear by using one instead of three hauler companies’ trucks, increased recycling rates by providing curbside recycling services for residents, and decreased fuel consumption and emissions with fewer trucks on the road.

**Status:** In December 2015, and January and February 2016, staff along with the consultant hired, completed the public outreach portion of the issue with public meetings, focus groups, phone surveys, etc. Results of this public input was presented to City Council on March 23<sup>rd</sup>, and staff received direction to proceed with the RFP process. The RFP was released in August, with the proposals returned in the Fall.

On October 25, 2016, by majority consensus, Council directed staff to **cease further efforts** to explore this program because they felt the majority of the community did not support a city wide trash and recycling program, and also, as stated in the Agenda Bill on this topic, neither proposal’s pricing was in the range the City expected or had hoped for.

Project Status		November 2016
Project Phase	% Completion	Completion Date
Public Outreach	100 percent	Spring 2016
1. RFP issuance, 2. Selection and Program Execution	1. 100 percent, 2. n/a	Summer 2016 – November 2016



**NOTABLE:**

**Priority:** **Completed** but when active, medium

**Public Involvement:** none

**Staff Workload:** Arts and Culture Coordinator workload is moderate.

**Expected Council Meetings:** None unless requested.

**Estimated Timeframe:** July 2015 – June 2016

**Project Leads:**

Nancy Lattanzi  
(928) 203-5078

[NLattanzi@SedonaAZ.gov](mailto:NLattanzi@SedonaAZ.gov)

**\$ FY16 Project Budget:** n/a

**FY16 Project Budget:** n/a

**Total Project Budget:** n/a

**Explanation:** The City Council, along with the 2014 Community Plan Advisory Group (CPAG) asked that this be a priority.

To create the plan, the City's Arts and Culture Coordinator needed to aggregate the various arts and culture related action items that are included in the Sedona Community Plan.

**Status:** The Arts and Culture Coordinator completed a Draft Plan and was distributed to City Council on May 2, 2016. The implementation of various projects will be executed separately.

**Project Status**

**May 2016**

**Project Phase**  
Plan is written

**% Completed**  
100 percent

**Completion Date**  
Spring 2016



# AFFORDABLE HOUSING

**NOTABLE:**

**Priority:** **Completed**, but when active, it was low

**Public Involvement:** Minimal with stakeholder participation and public meetings

**Staff Workload:** Moderate for the Community Development Department and minimal for the City Manager's Office

**Expected Council Meetings:** n/a

**Expected Planning & Zoning**

**Commission Meetings:** n/a

**Estimated Timeframe:** December 2015 - December 2016

**Most Recent time City Council discussed this issue:**

None because completed

**Project Leads:**  
Warren Campbell  
(928) 203-5044  
[WCampbell@SedonaAZ.gov](mailto:WCampbell@SedonaAZ.gov)

Audree Juhlin  
(928) 282-1154  
[AJuhlin@SedonaAZ.gov](mailto:AJuhlin@SedonaAZ.gov)

**\$ FY16 Project Budget:** n/a  
**FY17 Project Budget:** n/a  
**Total Project Budget:** n/a

**Explanation:** The Community Development Department was tasked to review the City of Sedona's "Development Incentives and Guidelines for Affordable Housing" policy which specifies the method for calculating and consideration of an in-lieu fee as an alternative to constructing affordable housing units.

**Status:**  
City staff completed a review of the in-lieu fee calculation method to bring the assessed fees into greater alignment with implementation and construction costs of affordable housing facilities in the city, and found an internal error in the spreadsheet formula. The error was corrected and therefore there is no need to bring this issue forward for modifications.

Project Status		November 2016
Project Phase	% Completed	Completion Date
Update the Policy	100 percent	November 2016



**NOTABLE:**

**Priority:** **Completed** but when active, high

**Public Involvement:** High with the use of a work group, stakeholders and public meetings

**Staff Workload:** Extensive for the City Manager’s Office, moderate for Police Department and minimal for the Public Works Department

**Expected Council Meetings:** 1 – 2 for the final selection of meters and program parameters

**Estimated Timeframe:** Summer 2012 – June 2017

**Most Recent time City Council discussed this issue:**

[October 25, 2016](#)

**Project Leads:**  
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**\$ FY16 Project Budget:** \$100,000 but none was spent so it will carry over to FY17

**FY17 Project Budget:** \$250,000 including carryover

**Total Project Budget:** \$250,000

**Explanation:** Dating back to 2012, a parking consultant advised to install kiosk paid parking meters for on street premium parking spaces along 89A to address traffic issues in Uptown. With opposition/concern from merchants on the use of parking meters, a work group was created to explore other strategies, tabling meters to be integrated at a later phase. The following strategies were then implemented: new lane striping on 89A to create an additional southbound through lane south of Jordan Rd, creation of a right turn only lane on 89a to Forest Rd, creation of a left turn pocket on northbound 89A to Apple Ave, “left on green arrow” signage for Forest Rd. turning on to 89A, a mid-block traffic signal on 89A, Police Department personnel parking enforcement and traffic management, way-finding signage, parking agreements to secure additional public/private parking, and the completion of pedestrian and ADA access to connect the municipal lot to 89A.

**Status:** In January of 2016, the City Council approved installation of parking meters. The Request for Proposal for parking meter vendor selection went out in June 2016, and in November 2016, City Council awarded the vendor contract to T2 Systems for \$175,164. Full installation should was completed by June 2017.

Project Status		July 2017
Project Phase	% Completion	Completion Date
Successfully implement parking strategies	100	June 2017





**NOTABLE:**

**Priority:** **Completed** but when active, medium

**Public Involvement:** Extensive with a possible work group, stakeholder participation and public meeting

**Staff Workload:** Extensive for the Public Works Department and minimal for the City Manager's Office

**Expected Council Meetings:** three to four meetings between early 2016 – Spring 2017

**Expected Planning & Zoning**

**Commission Meetings:** three to four meetings in Winter 2016 and into 2017

**Estimated Timeframe:** October 2015 - Summer 2017

**Most Recent time City Council**

**discussed this issue:** [September 26, 2017 \(Agenda Bill 2229\)](#)

**Project Leads:**

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**\$ FY16 Project Budget:** n/a  
**FY17 Project Budget:** n/a  
**Total Project Budget:** n/a

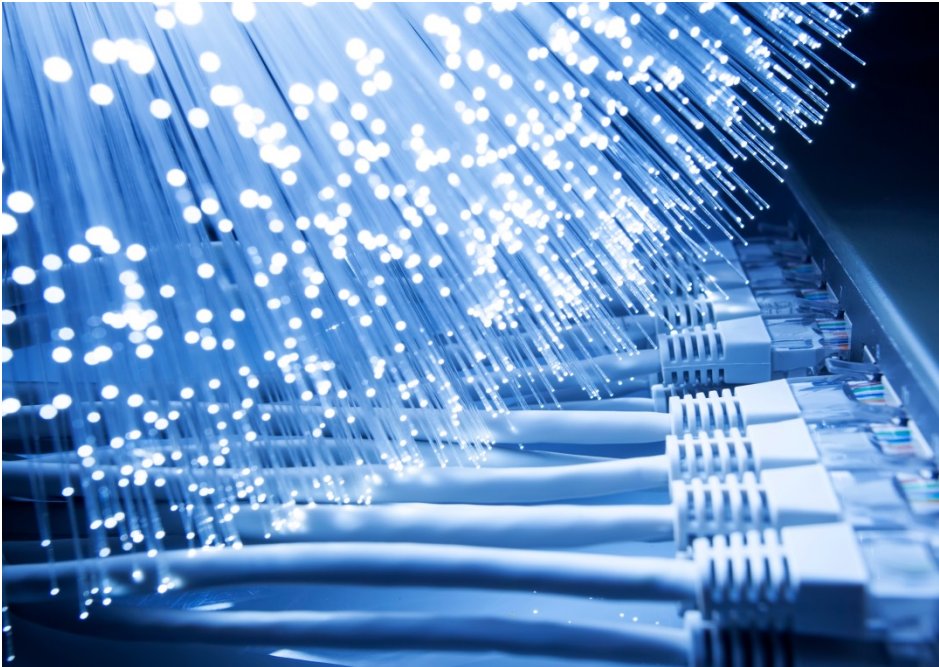
**Explanation:** The sign code that is adopted is over 20 years old and doesn't account for new technology in sign making. A comprehensive update is needed to keep up with technology and expectations of the community. Additionally, there was a Supreme Court case that clarified laws regarding signs that causes the City to update the code to be compliant with that ruling

**Status:** Staff drafted the Sign Code and conducted public outreach in Fall 2016. After this public outreach portion, the Planning and Zoning Commission made their recommendations to the draft in Spring of 2017 with two work sessions and two public hearings. Between May and October, City Council had several work sessions and public hearings to discuss the sign code with approval of the code at the September 26, 2017 meeting. On October 26, 2017, the sign code went into effect, thereby completing this priority.

**Project Status**

**October 2017**

Project Phase	% Completion	Completion Date
Sign Code Rewritten	100 percent	Summer 2017
Code Revised and Approved	100 percent	Fall 2017



NOTABLE:

**Priority:** No longer a priority

**Public Involvement:** None

**Staff Workload:** Moderate for the City Manager's Office

**Expected Council Meetings:** 1 meeting to report findings

**Estimated Timeframe:** January 2016 – June 2017

**Project Leads:**

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**\$ FY16 Project Budget:** n/a  
**Total Project Budget:** n/a

**Explanation:** The service level of broadband and internet speeds in the city of Sedona are deficient for certain users who need greater capabilities, particularly for home-based businesses. A higher level of broadband service is essential for economic development.

**Status:** The City of Sedona monitored the efforts of the Verde Valley Regional Economic Organization (VVREO), which they stated developing broadband strategies as a goal. Also, the city worked with area incumbents to improve access. However, with the development of Century Link's plan to transition to Gigabyte speed, this plan is no longer necessary.

**Project Status** **November 2016**

Project Phase	% Completion	Completion Date
Develop a strategy	50 percent	June 2017



NOTABLE:

**Priority:** No longer a priority

**Public Involvement:** Moderate with the use of a work group

**Staff Workload:** Minimal

**Expected Council Meetings:** none are expected

**Estimated Timeframe:** completed

**Most Recent time City Council discussed this issue:**

[AB 2094](#)

**Project Leads:**

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**\$ FY16 Project Budget:** n/a

**Total Project Budget:** n/a

**Explanation:** In March 2015, a work group was formed under the Citizen Engagement Program to gather information and form a plan of action to investigate the issue of noise abatement at the airport. The group met with the County, helicopter tour operators, the Airport Authority, and airport management. They gathered lots of public input and wrote a report explaining their position and potential solutions. This was passed on to the County and meanwhile City Council did not elevate airport noise as an issue for staff to put additional time into.

**Status:** The work group has concluded and is now taking a grass roots approach, separate from the city, to put pressure on the County directly.

Also, in Summer 2020, Sedona helicopter tour operators have agreed to “no-fly” zones encompassing the entire City. Under the agreement, several major resorts and neighborhoods outside the city limits are also included where tour helicopters will no longer overfly. Read more about the Fly Friendly agreement and the complaint form for any future issues with helicopters [here](#).

**Project Status**

**November 2016**

**Project Phase**  
Update the Policy

**% Completed**  
100 percent

**Completion Date**  
November 2016



**NOTABLE:**

**Priority:** Not a priority but still considered an initiative

**Public Involvement:** Extensive with the Ranger Station Master Plan Work Group, public hearings of Historic Preservation Commission and Planning and Zoning Commission in Oct. 2016

**Staff Workload:** Moderate for the Community Development Department and moderate for the Public Works Department

**Expected Council Meetings:** two for design review in November 2016

**Expected Planning and Zoning**

**Meetings:** two in October 2016

**Estimated Timeframe:** June 2015 - ?

**Most Recent time City Council**

**discussed this issue:** [November 10, 2016](#)

**Project Leads:**

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**\$ FY16 Project Budget:**

**FY17 Project Budget:** \$300,000

**Total Project Budget:** \$605,000

**Explanation:** A “heart of Sedona” concept has long been searched for in Sedona to offer a centralized location or park that locals could gather at. After the city purchased the property with this purpose in mind, the planning process began for what the park would consist of.

**Status:** Community outreach is complete as the work group came to an end in Spring 2016. Both Historic Preservation Commission and Planning and Zoning Commissions reviewed the plan. City Council has reviewed final design reviews.

In Summer 2020, the City [completed the first phase of renovation](#) on the house at the park. Future phases will be built into the budget process each year.

For more information on possible park features, visit:

[www.sedonaaz.gov/rangerstation](http://www.sedonaaz.gov/rangerstation)

**Project Status**

**October 2020**

Project Phase	% Completion	Completion Date
Draft of plan completed	100 percent	January 2017
Construction/renovation	5 percent	TBD